

Caravan

RJR moves forward on valuing diversity

Applying what you know to everyday situations is the focus of Results Through Diversity II — the second phase of the company's workshop on valuing diversity.

In 1994, RJR started offering the first phase of the diversity workshop, designed to help people become more aware of how they perceive and respond to differences in each other. This year, employees can add to their base of diversity awareness through a skills-building segment of the training — Results Through Diversity II (Managing Human Diversity).

"Employee feedback from the awareness and educational phase of the training has been overwhelmingly

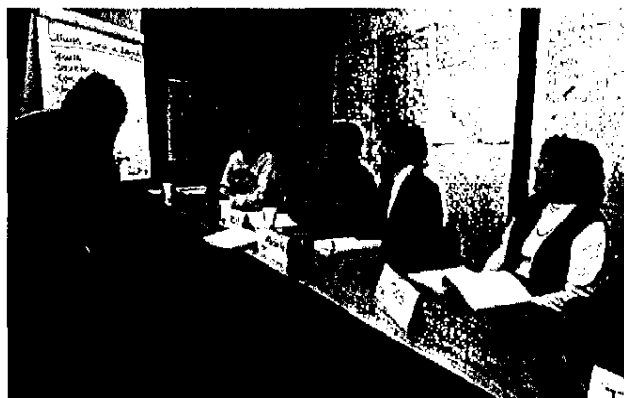
positive," says Andrais Brandon, human resources coordinator and one of the co-founders of the second phase of the training workshop. "Employees told us that the training helped bring a lot of stereotypes into focus and made employees aware of the differences that can make a team work well."

Building on those diversity skills is the next phase in the training, says Brandon. This year, employees will have the opportunity to work with each other and incorporate that education and awareness into daily activities — both at work and at home.

"Valuing diversity is our conscious effort to encourage participation, appreciation, inclusion, respect and recognition for every individual at RJR," says Karl Yena, director — organization development and training. "It furthers positive, constructive growth."

Designed after intense research by Brandon and Yena, and with input from other company sources, the training will be offered to all employees in a manner similar to the initial training.

"We designed the program, and then the company's Workforce Diversity Advisory Council reviewed it for content and structure. I'm happy to say their feedback was positive, and we're ready to share the workshop with the rest of the



A group of RJR employees is training to become facilitators for a new diversity-skills-building class that will be offered companywide.

company," says Brandon.

Council members and human resources employees will train 14 co-facilitators in January. These employees, from all areas of the company, volunteered to be facilitators after completing the initial training. In turn, the facilitators will work with RJR employees throughout the year, implementing this second phase of diversity training.

"We expect that more employees will volunteer to be facilitators as they experience the training," says Yena.

Council chair John Lovett says the training is intended to help employees progress beyond diversity awareness and improve their team-building and communication techniques.

"Feedback on our diversity-related efforts is important," says Lovett, director — human resources and staffing. "Beginning this quarter, we plan to conduct focus-group sessions with various employee groups across the company to provide further perspective on our training and the company's overall progress in valuing workplace diversity."

Lovett says council members remain available to employees for comments or suggestions about the training and the diversity environment within RJR.

"We believe that diversity training will strengthen our position in the marketplace," says Brandon. "If employees are more aware of the cultural, racial and gender differences among co-workers, that translates into better communication with our customers and our consumers."

Brandon says that offering ▶▶▶

Valuing Diversity Goals

The Workforce Diversity Advisory Council developed these objectives to further diversity awareness at RJR.

- To create a climate where everyone is appreciated, respected and empowered.
- To encourage, enable and promote maximum contribution from all employees.
- To ensure management processes, practices and policies are free from bias.
- To be responsive to the diversity among our customers and our suppliers.

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diversity awareness and skills-building training is a plus for employers like RJR.

"Today's graduates, and even seasoned employees, are looking for an accepting and welcoming environment, where they can achieve their full potential," says Brandon. "If they don't fit in or if the company doesn't welcome those differences, the employee may move to a company that does appreciate and accept those differences."

The training has received a positive response throughout the company, say the workshop facilitators.

"As employees recognize the concerns associated with diversity, it's become increasingly apparent that this training helps them develop and grow as human beings," says Harry Tillery, a training coordinator at Tobaccoville. "There is an on-going need to create an environment where we learn how to respect each other's differences and develop those skills to become diverse," he says.

Tillery says the training shows employees that awareness and skills building will help employees work well together and, therefore, become the best team possible. "A quote I like to use is, 'Not good, not bad — just different from me.' That really says it all," says Tillery.

The company's field sales team is also receiving training that actually combines the awareness/education and skills-building Results Through Diversity training.

"Obviously, we want to offer the same training to all employees, but situations in the field sales area make it difficult to provide a two-day workshop," says Brandon. "Therefore, those areas will get a shorter training session, but it will incorporate the same goals and objectives."

Carol Novosad, national manager — sales employment practices, says that response to the program from the majority of field sales management has been extremely positive.

"Gerry Deschenes (manager — sales employment practices) and I are visiting each sales region, working with field sales management to implement this training," says Novosad. "Using a 'Train the Trainer' approach, those managers then work with their sales and retail reps to incorporate the diversity training into their workday."

Novosad says the training has helped field sales employees focus on relationships — both with co-workers and with customers.

"While we work as a team with our co-workers, we must still be sensitive to our customers and consumers," she continues. "Feedback we are getting says that this training is long overdue."

What follows skills building? Brandon says continued diversity awareness and communication among RJR employees.

"As a company, we have to take advantage of the diversity among our workforce and use it to develop new and innovative ideas, products and programs to build a stronger, more competitive RJR," says Brandon. "And, at RJR, our focus is right on target." ■



RJR employees (front left) Sandra White, Kathy Hammons and Bonnie Taylor sing with the finance choir.



Dianne Neal coordinated the finance department holiday event.

It's not who you are or where you come from — it's what you bring to the party that counts. That was true at the annual R.J. Reynolds Tobacco finance department holiday gathering in December. More than 230 employees of the department gathered to celebrate "Holidays Around the World" and share their joy with underprivileged children.

"This was the first year we gave our celebration a theme," says Dianne Neal, director of financial planning and accounting and 1996 celebration chairman. "We recognize that people celebrate the holidays in many ways, and we wanted to bring all the elements together for a meaningful celebration."

In keeping with the luncheon's theme of "Holidays Around the World," the group designed and decorated centerpieces for each table, each representing a different country. The centerpieces were raffled at the end of the luncheon to one lucky attendee at each table.

"Those centerpieces helped focus our attention on the importance of appreciating each other and our differences," explains Neal. "While they were beautiful and entertaining, they also represent the diversity of all our friends and co-workers."

Neal and her team, led by Karen Burick, Rebecca Fullton, Bernadette Spell and Vernon Stewart, worked for months planning everything for the celebration — from logistics and entertainment to raffle gifts and decorations. "And I'm happy to say that the finance department stayed within its budget," jokes Neal.

Held at a local Winston-Salem hotel, the



Finance department celebrates holidays around the world

group began their festivities with a catered luncheon followed with entertainment by the finance department's own choir.

"About 35 employees from the finance area volunteer every year to provide musical entertainment at the luncheon," says Jimi Ruff, the choir's director and a manager in financial customer services. The choir practices in the RJR cafeteria during the months prior to the event.

"Our holiday luncheon is the only place the choir performs, and we all look forward to hearing their presentation every year. It's definitely a highlight of our season," says Neal.

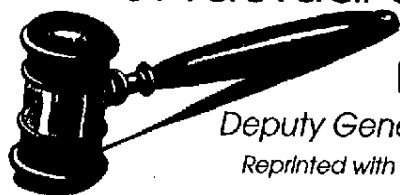
A special part of the celebration came with the presentation of more than 240 teddy bears by finance employees to Robert Egleston, an RJR employee and co-founder of the Santa's Helper charity organization. Through Santa's Helper, athletes and alumni from Wake Forest University work throughout the holiday season to deliver special toys and gifts to underprivileged children in the Winston-Salem area.

"It gave us all a sense of pride and community to present those bears to Robert for Santa's Helper," says Ken Lapiejko, senior vice president and chief financial officer and sponsor of the holiday luncheon.

"And the holiday gathering itself was a celebration of teamwork, charity and diversity," says Neal. "We wanted our gathering to represent all the finance areas and recognize that all the different people and the ways they celebrate the holidays make them special." ■



The states are asking courts to abolish principles of factual and legal proximate cause



By Daniel W. Donahue

Deputy General Counsel of R.J. Reynolds Tobacco Co.

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Writing in 1601, King James of England decried the risks associated with smoking, calling it "a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs." Fast forward to a 1940s movie theater, where a Disney cartoon mocks Goofy's difficulty trying to quit smoking.

The inescapable fact is that widespread awareness of tobacco issues stems back decades to centuries. Against this backdrop, society has made the deliberate policy decisions that cigarettes are a lawful product that adults may choose to smoke and that manufacturers may make and distribute. These decisions are reflected in legislative activity at the federal, state and local levels.

Even a cursory review of the legislative history of laws dealing with tobacco products reveals that legislation has been enacted by federal, state and locally elected representatives with full awareness that there are health risks associated with the use of cigarettes.

Having fully participated in deliberate, societal decisions that cigarettes are a lawful product which adults may choose to use, a number of states — through their attorneys general — now seek to change the rules and effectively eliminate tobacco by suing to recover hundreds of millions of dollars in Medicaid lawsuits.

Although federal and state Medicaid laws provide that states are subrogated to the rights of a Medicaid recipient, the attorneys general disavow this statutory remedy for a clear reason: if subrogated, the state can only "stand in the shoes" of the Medicaid recipient and must prove that person's case as a condition or recovery. The attorneys general seek to avoid that burden under a vague and never-before-applied concept of "fairness" to get the tobacco companies to repay 100 percent of their Medicaid expenses.

Their claims are especially far reaching since they contend that it is not necessary that they prove the Medicaid expense was even incurred, in fact, for the treatment of an alleged tobacco-caused disease. Furthermore, they contend that tobacco manufacturers are absolute insurers of their products when they disavow any requirement that they show a proximate legal connection between what they contend to be a defective product or a wrongful act and the decision made by one

of their state residents to begin or continue smoking.

In essence, these states take the position that tobacco products, when used as intended, can produce illness and the state is entitled to recoup its share of the cost of treating those illnesses. The concept of legal proximate cause is noticeably absent from their equation. They loudly vilify alleged "wrongful" conduct by the tobacco industry but offer no evidence connecting it with any one particular individual's decision to smoke.

Common sense mandates a conclusion that some smokers make that choice for reasons completely unrelated to any purported wrongful conduct of the tobacco industry. In ignoring this evidence, the states' chief law officers declare it irrelevant. The bottom line: their unarticulated position is that the mere manufacture and sale of cigarettes is tortious conduct. Translation: judicially imposed prohibition.

If the courts are being asked to abolish principles of factual and legal proximate cause, and if they are now to be called upon to litigate out of business the suppliers of legal products, then the state attorneys general should be honest with the courts and state that.

They should admit that never in the history of U.S. jurisprudence has a political entity attempted to recover costs paid to a third party under the nebulous and ill-defined theories upon which these lawsuits are based.

The states should also give notice to the manufacturers of other consumer products that the rules have changed, and the manufacturers of alcoholic beverages, motorcycles, fatty foods, to name a few, may find themselves the next object of their attention. Just recall the word of Dexter Douglas, general counsel to Gov. Lawton Chiles, who, at the state of Florida's Feb. 21, 1995, press conference to announce its Medicaid suit, responded to a question whether this kind of suit could be brought against the alcoholic beverage industry:

"At this point, we don't have the statistics to proceed in that regard. We're only proceeding against tobacco. You gotta take 'em one at a time. I don't believe anybody in the world could handle all those industries at once."

Like tobacco, the widespread awareness of the risks of products from those industries also stems back decades to centuries. ■

What is flat and floats?

What is flat and floats? For five R.J. Reynolds Tobacco Co. employees enrolled in Forsyth Technical Community College's Manufacturing Engineering Technology (MET) degree program, the obvious answer is a boat — a homemade boat.

For a strength and materials course project, students designed and built boats using only cardboard, duct tape, glue and a small motor for power. After finishing the boats, class members took them to Belews Creek for the true test. Could the boats float and hold the weight of a man?

The day of the test was bitter cold, but eight brave class members stepped off the shore into the chilly waters to set sail. Out of eight boats made in the class, two were designed and constructed by teams including Reynolds Tobacco employees. The ship captains manning the boats and the class instructor were pleased that all the boats passed the floatation test.

One of the obvious challenges to the project was the basic design of the boat. "We decided to make a duck boat because we felt that the wind resistance and drag would be manageable," says RJR employee Bill Little of Whitaker Park primary. Other RJR employees in the program are: Lindsay Johnson of Tobaccoville, Rodney Brown and Mark Vernon of No. 603 Processing and David Sams of Tobaccoville and Whitaker Park.



RJR employees were part of a team who designed the winning boat for a manufacturing engineering technology class.

Brown, Little and Vernon collaborated on the design and construction of the duck boat. They used an electric trolling motor as the power source of the boat.

Johnson and Sams teamed up with two other classmates to build a catamaran. Their boat won the design and water competition at Belews Creek.

"I'm proud of this accomplishment," says Johnson. "We worked as a team to design and build the catamaran. It took us hours to build the boat, but it was a great project," says Johnson.

Johnson also won recognition in the course when a bridge he designed out of toothpicks withstood more pounds than any toothpick bridge in the history of the class. He used 840 toothpicks in the bridge, and it withstood 755 pounds of pressure from a hydraulic press.

"I think the MET program is a very solid program," Johnson says. "In addition to working on teams, you learn by doing which makes studying for the degree both fun and interesting."

"Reynolds Tobacco endorses the MET program at Forsyth Tech," says Mark Vernon. "And, the basic understanding of mechanical engineering that I've gained through this program is going to make me a better mechanical specialist for the company. That's my goal." ■



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Scholarship Winners Recognized

Twenty-two children of R.J. Reynolds Tobacco current and former employees have been awarded four-year college scholarships through the RJR Nabisco Scholarship Program.

The scholarship grants range from \$1,000 to \$3,500 annually, based on the students' needs. The grants are awarded to outstanding high school seniors based on an evaluation of their academic records, college admission test scores, extracurricular accomplishments and written statements of goals.

These scholars join more than 850 other students who have received scholarships from Reynolds Tobacco since 1957, when RJR became a charter member of the National Merit Scholarship Program.

The following students are four-year college scholarship winners for 1996:

1996 Scholarship Winners

Taffi Ayers

University of North Carolina — Chapel Hill

Daughter of Tim Ayers

Electrical Maintenance Technician II at Tobaccoville Cigarette

Lane Blackmer

University of Richmond

Daughter of Ed Blackmer

Vice President — Marketing Operations

Allison Blixt

Vassar

Daughter of Chuck Blixt

Senior Vice President and General Counsel — Law

Jennifer Borgerding

University of North Carolina — Chapel Hill

Daughter of Mike Borgerding

Master Chemist in Product Evaluation at R&D

Brian Carter

University of North Carolina — Chapel Hill

Son of Peggy Carter

Director — Public Relations

Tom Deal

University of Alabama

Son of Phil Deal

R&D Technologist III in Product Development and Assessment

Michael Dubuque

Bentley College, Waltham, Mass.

Son of Paul Dubuque

Senior Area Sales Representative in the North Boston, Mass., Area

Brian Freidinger

University of North Carolina — Chapel Hill

Son of Mark Freidinger

Assistant Manager — Sports Marketing Enterprises

Stephanie Fulton

Wake Forest

Daughter of Frank Fulton

Senior Staff R&D Systems Designer in R&D Planning Administration

David George

University of North Carolina — Charlotte

Son of Jimmy George

GDX-1 Mechanic at Tobaccoville Cigarette

Justin Gung

University of Richmond

Son of Spencer Gung

Real Estate Manager in Administrative and Facility Services

Ryan Holliday

Ohio University, Athens, Ohio

Son of Michael Holliday

Area Sales Representative in Columbus, Ohio

Katherine Kirchner

University of California — Davis

Daughter of J.A. Kirchner

Former Senior Chain Account Manager in Sales/Marketing

Hillary Krell

Cornell University

Daughter of Richard Krell

Senior Staff Engineer at Avoca Plant

Susan Lineback

Duke University

Daughter of Ed Lineback

Retired RJRT Employee

Denard Mickens

University of North Carolina — Chapel Hill

Son of Ben Mickens

Slitter Operator at Plant No. 200 Presses and Cutters

Daniel Miller

Tulane University

Son of Dennis Miller

Mechanic in Processing Maintenance — Manufacturing

Matthew Potter
North Carolina State
Son of Dennis Potter
Manager - R&D Business Unit - Brands R&D

Robert Smith
Trinity University
Son of Carr Smith
Senior Staff R&D Scientist in Product Evaluation

Lee Suber
Georgia Tech
Son of Bob Suber
Director of Health and Environmental Science in Product Development and Assessment at R&D

Maricells Timothee
University of North Carolina - Chapel Hill
Daughter of Luis Timothee
International Finance Operations Analyst in International Support - Financial Reporting

Richard Vaught II
Oklahoma State University, Stillwater, Okla.
Son of Richard Vaught
Senior Area Sales Representative in Tulsa, Okla., Division

Vocational/ Technical Scholarships

Three children of RJR employees were awarded 1996 Vocational/Technical Scholarships.

This program provides scholarships for up to two years of study for employees' children who choose to pursue technical or vocational training after high school. The amount of the scholarship varies with the financial need of the recipient and the cost of the course of study.

Administered by an external committee of vocational/technical educators, the scholarship selection is based on high school scholastic achievement, extracurricular activities, school recommendations, work experience and a written statement of career goals.

The following students are recipients of Vocational/Technical Scholarships: **Amy Hunter**, daughter of Harold Gene Hunter, retired; **Jerry Metz**, son of Jerry Metz, Jr. of CDC receiving; and **Tracy Stewart**, daughter of E. Eugene Stewart of Whitaker Park making and packing.

R&D wins top award

For the first time ever, RJR recently received the "1996 R&D 100 Award" at a ceremony in Philadelphia for a continuous emissions monitoring system (CEMS or Xenith 9000 GQA) developed by an employee team in R&D.

This prestigious award honors inventions that have contributed to making the world a better place to live by recognizing the 100 most technologically significant new products and processes of the year. Responding to a need in RJR Packaging, the team developed the monitoring system to measure emissions. Team members include: Dr. Bill Coleman, Dr. Luis Dominguez, Dr. Bert Gordon and Ann Treadaway in product development and assessment; Jim Atkins in R&D planning and administration; Margaret Savoca in new business development; John Shore in Packaging; and Forest Wendel Bowling in engineering.

The CEMS system measures and records the amount of solvent emissions during the manufacturing process in RJR Packaging and thus can immediately document compliance with appropriate environmental regulations. The company currently uses two CEMS systems in RJR Packaging. According to Dr. Bert Gordon, master chemist at RJR and team member, "The emissions monitoring system is an environmental breakthrough and improves the efficiency of our manufacturing process. We can now fully control the amount of emissions that escape into the atmosphere to ensure that our company is complying with all environmental permits and requirements."

RJR not only benefits by using the two systems, but could also benefit by selling the device to other companies outside the tobacco industry. In praising the team for their efforts and achievement, Gary Burger, senior vice president of R&D, says, "Job well done. This achievement will be a valuable contribution to this company, as well as other industries. The award simply speaks for itself — I am delighted for the team and for RJR."

Past inventions honored with the "R&D 100 Award" include: the fax machine, the automated teller machine, the liquid crystal display and the digital wristwatch. ■



RJR employees who participated on the R&D team to create the emissions monitoring system included: (from left) Dr. Bill Coleman, Wendel Bowling, Dr. Bert Gordon, Dr. Luis Dominguez and Jim Atkins.

News briefs

Two new members join the Camel family

The Camel family rang in the new year with its two newest family members being made available nationwide. As of Jan. 1, Camel Full Flavor Menthol and Camel



The RJR Camel team (from left) Martha Brady, Yvette Willard, Jim Powers and Lawrence Clayton review Camel's new marketing program.

Lights Menthol's cool menthol flavor can be enjoyed by adult smokers across the country. The Camel marketing team is confident that these two new brand styles, which have been extremely well received in test markets since August 1996, can win market share from Newport, Kool and Marlboro Menthol.

How can the Camel team tell that a brand style will appeal to smokers just because it does

well in test markets? Well, it can't necessarily, but according to Senior Marketing Manager Lawrence Clayton, it is an excellent indicator. "In the test markets — Chicago and Buffalo — Camel received high levels of trial among competitive menthol smokers, the product was well-received and repeat purchase intent scores were quite high. We feel confident that these patterns will be consistent throughout the country."

The advertising for Camel Menthol will feature

Joe Camel, designed by Mezzina/Brown of New York, the advertising agency that represents the base Camel brand. The difference between base family ads and Camel Menthol advertising is that the background is green (the color that has become synonymous with menthol), and the word "menthol" appears across the top of the ads.

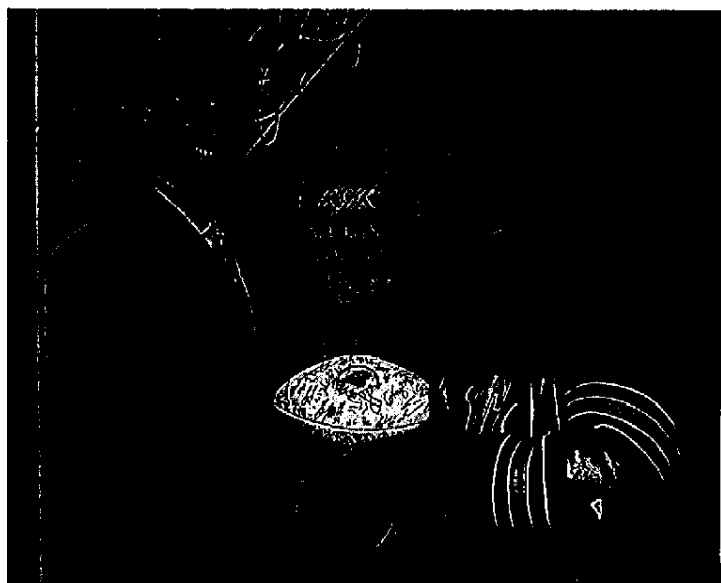
Why did the Camel team go with an adaptation of the current campaign instead of creating a new one? Marketing Manager Martha Brady says, "Simple. Why should we argue with success? Camel is one of three full-price brands that is growing in market share. Adult menthol smokers tell us they like our current advertising campaign. They like Joe's attitude and Joe's world, and now we have a product for them."

Though Camel very briefly tested a menthol product in 1966, the product introduced nationally in January is considered by RJR to be the first menthol cigarette to be marketed under the Camel brand. "We are confident that adult smokers are ready for and will enjoy the smooth taste of Camel Menthol," says Yvette Willard, a marketing manager for Camel who helped design the retail-launch plan.

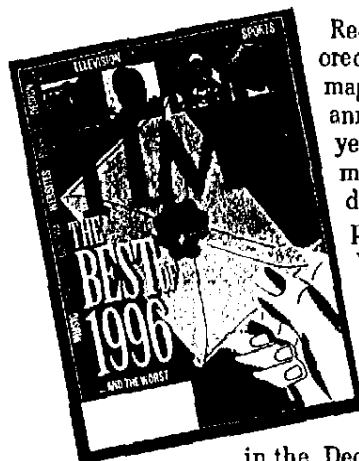
Senior Marketing Manager Jim Powers sums it all up, "Camel Menthol's national launch is an exciting time for our brand and for our company. As a brand team, we're doing everything that we can to ensure that competitive, adult-menthol smokers know about Camel Menthol and have an opportunity to try it. And with a product that these smokers really like, we should have a winner on our hands." ■

Panthers pass the game ball

On Dec. 27, 1996, Mark Richardson, (left) director of business operations for the Carolina Panthers, presented an autographed Panther's football to Sports Marketing Enterprises President T. Wayne Robertson, (right) before the Panthers/Pittsburgh Steelers game in Charlotte, N.C. RJR helped design Ericsson Stadium's 28 designated smoking areas and six lounges. Some of the smoking areas hold as many as 100 fans. Richardson expressed the team's appreciation for RJR's support in accommodating both smoking and non-smoking fans. ■



Red Kamel makes 'Best of Year' list



Red Kamel was honored recently by *Time* magazine in their annual "best of the year" list. The brand made the top 10 design category for its package design which the magazine called "simple, minimal and retro" in addition to "classy."

The article, which appeared in the Dec. 23, 1996, issue, included a photo of the pack.

"We're very pleased that Red Kamel made *Time's* Best of 1996 list," says Brice O'Brien of the Red Kamel brand team. "Red Kamel's packaging is unique. This type of detailing has never been done on a pack of cigarettes. It's great that our efforts at innovative cigarette package design are being noticed and complimented."

O'Brien credits the striking pack designs and production to the teamwork of RJR Packaging

and Gyro Advertising of Philadelphia, Pa. "RJR Packaging put some fine touches on the packaging concept that Gyro came up with for the brand," he says. "I don't think anyone else in the business could get that type of detail. They took a good pack design and made it a great design."

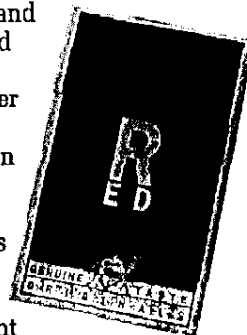
"I'm very proud of the RJR Packaging design team that worked on Red Kamel," says Deborah Crotts, design manager for RJR Packaging.

"It was a true team effort. Tom Chadwick, Steve Sharpe, Mandee Skeen and Guy Smith all worked with Gyro to make the most of their design. They embellished the original art and made the most of Red Kamel's heritage and retro image."

Red Kamel was reintroduced in 1996 after 83 years. The brand first sold in 1913.

Today, Red Kamel is in limited distribution in 14 of RJR's 20 sales regions with no promotions, premiums or discounts. The blend for Red Kamel was updated by RJR's research and development brand team.

"The blends R&D created for Red Kamel are also excellent," O'Brien says. "The light styles are extremely smooth, and smokers have responded very enthusiastically to the brand." ■



Hats off to RJR volunteers!



More than 250 guests attended a special reception recently in honor of RJR employees who volunteered their time and talents to the community. More than 400 employees participated in RJR's Community Involvement Program in 1995. Because of their involvement, R.J. Reynolds Tobacco Co. won the 1996 Governor's Award for Outstanding Volunteer Service. The United Way of Forsyth County nominated the company for this prestigious award. Among those present at the reception were: (from left) Twana Wellman of the United Way and RJR employees Hugh McBride, Toussaint Holland, RJR Chief Executive Officer Andy Schindler, Roger Smith and Teresa Wood.

Supplier Development Initiative provides framework for diversity



Al White manages RJR's supplier development program.

R.J. Reynolds Tobacco Co. believes in fostering small, minority and women-owned businesses. Since the early 1980s, the company has made efforts to recruit minority suppliers. More recently, RJR redoubled its efforts with a program called the Supplier Development Initiative.

Established in October 1994, the program provides a framework for diversity in the company's purchases by guaranteeing small, minority and women-owned enterprises an equal opportunity to compete for the company's business. Under the program, the purchasing department monitors purchases and maintains a resource list of highly qualified small, minority and women-owned suppliers. In addition, the department serves as a resource to employees searching for alternative suppliers.

According to Al White, supplier development manager for R.J. Reynolds Tobacco Co., this program allows RJR to enhance economic development in the communities it serves, increase competition among vendors and improve the company's bottom line. "As a federal contractor, our company is required to develop goals and objectives — a good-faith plan — to promote these businesses," White says. "Our supplier development initiative, however, is not merely a government requirement, but rather a corporate objective supported by RJR's senior management."

In addition to managing RJR's supplier development program, White is chair of the board of the Carolinas' Minority Supplier Development Council. The council helps companies find and develop minority suppliers in North and South Carolina.

Andrew J. Schindler, president and chief executive officer of Reynolds Tobacco, agrees with White and believes that employees are key to the program's success. "The Supplier Development Initiative is more than words written on a piece of paper. It is our goal to provide opportunities for minority and women-owned suppliers to sell to RJR. And, at the same time, for the

company to get the best possible product at the most reasonable cost," Schindler says. "It begins with employees. They have been critical to the initiative's success."

The Supplier Development Initiative calls for employees to evaluate the way they are buying goods and services, as well as to compare suppliers' terms before making purchases. According to Jack Henson, RJR's senior counsel who works closely with White on this project, RJR is asking employees to spend company resources as they would their own. "When preparing to make a personal purchase, most people I know look at all the alternatives and then choose the supplier that offers the most value for their money," he says. "We need to apply the same philosophy when we are spending the company's dollars."

"Simply put, this is a good business practice — whether it's personal resources or company funds being spent," Henson says. "Just because we have always bought a certain product from a certain supplier, it doesn't mean that the supplier is necessarily affording us the most value for our dollars."

To increase employee awareness, understanding and involvement in the initiative, the company has formed a Supplier Development Advisory Council consisting of managers from different functional areas throughout the company. The council is charged with a variety of responsibilities, such as helping to set the initiative's annual goals and objectives, focusing the efforts on business issues related to company objectives, providing feedback about the program and sharing information with employees.

Henson feels that giving something back to the communities in which RJR operates is very important. "Healthy, growing small businesses are vital to our nation's economy," he says. "We all reap the benefits of working and living in a growing community."

For additional information regarding RJR's Supplier Initiative, call Al White at 741-7445. ■

People

SERVICE AWARDS

30 YEARS - DECEMBER

Mary M. Barnes
Whitaker Park process control/
quality control

Jane L. Berrier
Manufacturing production
planning

Betty M. Binkley
Whitaker Park making
and packing

Maye A. Boles
Whitaker Park primary

Jean Bowen
Whitaker Park making
and packing

Annie L. Bowman
Tobaccoville making
and packing

Elwanda S. Bush
Product development

Jane T. Campbell
Disbursements accounting

Jean H. Childers
Whitaker Park process control/
quality control

Barbara W. Coleman
Tobaccoville process control/
quality control

Dorothy L. Coley
Whitaker Park making
and packing

Jacquelyne M. Cox
Tobaccoville final blended
strips/casing and drying

Bernice E. Cross
Whitaker Park primary

Judy R. Disher
Whitaker Park making
and packing

Brenda T. Dixon
Tobaccoville making
and packing

Walter E. Dull
Shorefair refurbishment/
installation

Wanda L. Eller
Compensation and employee
benefits

Brenda W. Evans
Tobaccoville process control/
quality control

Gall C. Faircloth
Shorefair general

J.K. Farles
Tobaccoville making
and packing

Vercle K. Ferree
Tobaccoville process control/
quality control

Sandra S. Fogle
Product development

Charline S. Galloway
Whitaker Park making
and packing

Larry R. Gilley
No. 200-16 foil production

Peggy G. Goforth
R&D planning/administration

James R. Gross
Shorefair making
and packing

Shirley W. Halrston
Shorefair coaches/clerical

Beulah C. Hart
Tobaccoville making
and packing

Jean W. Hart
Tobaccoville making
and packing

Ellen B. Hemric
Tobaccoville making
and packing

Wanda N. Hiatt
Whitaker Park process control/
quality control

Margaret M. Hickman
Tobaccoville making
and packing

Troy L. Holder
Tobaccoville casing
and cutting/cut-filler storage

Barbara L. Humphrey
Whitaker Park making
and packing

Barbara S. Hutchens
Whitaker Park making
and packing

Phillip H. Joyce
Mechanical perforating

John A. Kelly
Whitaker Park material
control/export

Rebecca C. Lane
Tobaccoville casing
and cutting/cut-filler storage

John D. Lapish Jr.
Tobaccoville primary
machinery and equipment

Loretta J. Lawrence
Product evaluation

Ila M. Lennon
Tobaccoville making
and packing

Alice F. Logan
Tobaccoville making
and packing

Barbara P. Martin
Tobaccoville making
and packing

S.W. McCarther
Tobaccoville making
and packing

Nancy S. McGlamery
Distribution and logistics

Lillie M.J. Mickle
Product reclaimed goods

Taylor Miller Jr.
Tobaccoville making
and packing

Rebecca T. Moore
Whitaker Park making
and packing

Ronnie G. Newsome
Distribution and logistics

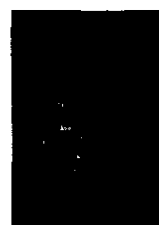
Gloria W. Peters
Tobaccoville making
and packing

Frankie F. Petree
R&D planning/administration

Lemuel Richardson
Brook Cove factory
maintenance

Rita B. Roberson
Tobaccoville making
and packing

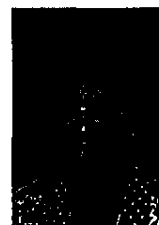
Judy C. Saunders
Whitaker Park making
and packing ▶▶▶



B. Dixon - 30



C. Galloway - 30



B. Hart - 30



J. Hart - 30

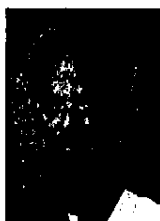


M. Hickman - 30



B. Hutchens - 30

People



J. Lapish Jr. - 30



L. Lawrence - 30



B. Martin - 30



F. Petree - 30



D. Wall - 30



G. Gentry - 25

(continued from page 11)

Jerry L. Shore
Whitaker Park making
and packing

Jesse L. Taylor
Whitaker Park making
and packing

Janice B. Trivette
Tobaccoville making
and packing

Delores J. Wall
Tobaccoville making
and packing

Carol E. Warden
Manufacturing personnel
general

June D. Warden
Cigarette manufacturing

Shirley S. Warden
Tobaccoville process control/
quality control

Lucy E. Welch
Operations technical training

Bonnie R. West
Whitaker Park making
and packing

Lillie K. Wiles
Tobaccoville making
and packing

25 YEARS - DECEMBER

Lester E. Carpenter
No. 604 supply room

George W. Chandler Jr.
Printing services

Gary C. Gentry
Plant services casing and sheet

Stephen C. Moore
No. 604 ink room

Tony W. Seaford
No. 604 graphics technical
services

20 YEARS - DECEMBER

Rebecca H. Akers
Customer financial services

Elbert G. Allen
Whitaker Park making
and packing

Randy A. Apperson
Tobaccoville making
and packing

John W. Ashworth
Tobaccoville making
and packing

Lillian E. Bailey
Tobaccoville making
and packing

Ray N. Baker
Avoca Plant

Betty H. Bennett
Tobaccoville receiving
and blending

Lorraine P. Bennett
Tobaccoville making
and packing

Joseph R. Bentley
Tobaccoville making
and packing

Earline S. Benton
Tobaccoville receiving
and blending

Lester M. Blake Jr.
Tobaccoville casing
and cutting/cut-filler storage

Gary D. Boyles
Tobaccoville making
and packing

Fred M. Brim
Tobaccoville making
and packing

Ronald W. Brown
Tobaccoville making
and packing

Thomas W. Brown
Tobaccoville casing
and cutting/cut-filler storage

Vincent R. Bunch
Avoca Plant

Sandra H. Butler
Whitaker Park making
and packing general

Randy H. Caldwell
Tobaccoville receiving
and blending

Ralph C. Carter Jr.
Tobaccoville making
and packing

Johnny C. Catlett Jr.
Tobaccoville casing
and cutting/cut-filler storage

Anna J. Chandler
Tobaccoville making
and packing

Rita T. Chrisko
RCFCU administration

Randall T. Christlan
Tobaccoville casing
and cutting/cut-filler storage

George C. Clark
CDC LTL shipping

William B. Clontz
Tobaccoville making
and packing

Foye L. Cockerham
Cigarette manufacturing

Angelo K. Cokley
Tobaccoville making
and packing

David J. Coleman III
Sales systems

Richard C. Combs
Tobaccoville making
and packing

Aaron L. Conrad
Tobaccoville receiving
and blending

Earnestine C. Coplin
Tobaccoville casing
and cutting/cut-filler storage

Julius R. Craver
Tobaccoville casing
and cutting/cut-filler storage

Donald Cummings
Tobaccoville receiving
and blending

Linda F. Davis
Tobaccoville receiving
and blending

Michael J. Davis
Tobaccoville making
and packing

Roger L. Davis
Tobaccoville making
and packing

Rosita R. Davis
Tobaccoville making
and packing

Wanda S. Doss
Tobaccoville making
and packing

John R. Doster
Leaf management

Robert E. Dotson
*Tobaccoville making
and packing*

Gary W. Doub
*No. 200 presses
and cutters*

Jacqueline H. Driver
Shorefair production services

Carol C. Duncan
Brook Cove Storage

John W. Everhart
*Tobaccoville receiving
and blending*

Chuck R. Ferris
*Tobaccoville making
and packing*

Daniel E. Fishel Sr.
*Whitaker Park making
and packing*

Jack L. Flinchum Jr.
*Tobaccoville making
and packing*

Gerald M. Floyd
*Tobaccoville making
and packing*

Garry J. Fulp
*Tobaccoville receiving
and blending*

Melba B. Fulton
Customer financial services

Joseph E. Gammons
*Tobaccoville casing
and cutting/cut-filler storage*

Faynetta B. Garrett
No. 603 G-7 production

Ronnie Gilbert
*Production recovery operations
factory services*

Ruby M. Gray
*Tobaccoville material
control/export*

Barbara C. Gregory
*Tobaccoville making
and packing*

Ricky L. Griffin
*Tobaccoville making
and packing*

Alvis G. Groce
*Tobaccoville final blended
strips/casing and drying*

Ford W. Hall
CO2 production

Jerry M. Hall
*Whitaker Park material
control/export*

Willie R. Hanes
Pack opening

Dianne H. Hardy
Quality assurance

David T. Harrison Jr.
*Tobaccoville material
control/export*

Masten E. Hart
*Tobaccoville making
and packing*

P. Kaye Hauser
*Manufacturing controller
general*

Oma L. Hawks
*Tobaccoville making
and packing*

Marta D. Hayden
*Tobaccoville primary
cut general*

Larry W. Hayes
*Whitaker Park material
control/export*

Leroy H. Hayes
Avoca Farm

Ronald G. Hayes
*Tobaccoville receiving
and blending*

T.A. Hergenreder
Sales

Michael D. Hill
*Whitaker Park making
and packing*

Phillip D. Hill
*Tobaccoville making
and packing*

Shelby W. Hill Jr.
*Tobaccoville making
and packing*

Siberia C. Hood
*Tobaccoville making
and packing*

Mary L. Howard
*Tobaccoville material
control/export*

George M. Howell
*Whitaker Park making
and packing*

Amus W. Hughes
*Whitaker Park material
control/export*

Gary W. Hull
*Whitaker Park making
and packing*

Jean H. Hull
*Business strategy
and planning*

Robert G. Hunt
*Tobaccoville making
and packing*

Gloria H. Ingram
*Tobaccoville making
and packing*

Mark T. Ingram
*Tobaccoville primary
cut general*

Debra A. Irvin
Sales

Wanda A. James
*Tobaccoville material
control/export*

William T. James
Avoca Plant

Paul K. Johnson
*Tobaccoville making
maintenance*

Carlton L. Jones
*Tobaccoville primary
machinery and equipment*

Charles L. Jones
*Tobaccoville making
and packing*

Jerry L. Joyce
*Tobaccoville facilities/
maintenance*

Arnold E. Joyner
*Brook Cove factory
maintenance*

Reginald D. Kay
*Tobaccoville making
and packing*

Richard W. Kiger
*Tobaccoville making
and packing*

Margie A. King
CO2 production

Ruby A. King
*Tobaccoville making
and packing* ▶ ▶ ▶



S. Moore - 25



R. Baker - 20



V. Bunch - 20



R. Caldwell - 20



E. Coplin - 20



J. Everhart - 20

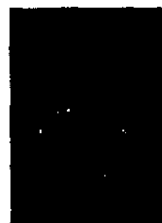
People



D. Fishel Sr. - 20



G. Floyd - 20



M. Fulton - 20



R. Gilbert - 20



L. Hayes - 20



S. Hood - 20

(continued from page 13)

Ruth A. King
Tobaccoville material
control/export

L.G. Krueger
Sales

Toni B. Ladd
Mail services

Jerry C. Lambert
Emergency services

Jerry W. Lawson
Operations technical training

Sylvia G. Lawson
Tobaccoville final blended
strips/casing and drying

James L. Lindsay
Tobaccoville receiving
and blending

William P. Little Jr.
Whitaker Park primary

Terry W. Long
CO₂ production

Patricia T. Lumsden
International support -
financial reporting

Teresa M. Lyalls
Research and development

Thomas H. Lytle
Tobaccoville making
and packing

Anthony N. Mabe
No. 603 G-7 production

Raymond T. Mabe Jr.
Tobaccoville making
and packing

Lawrence P. Mack Jr.
Tobaccoville material
control/export

Dennis W. Manuel
Tobaccoville making
and packing

Shirley M. Marler
Tobaccoville material
control/export

Jeffrey B. Marshall
Tobaccoville casing
and cutting/cut-filler storage

Mark L. Masencup
CDC shipping

Michael W. Masencup
Tobaccoville making
and packing

Kattie G. Mashburn
Tobaccoville receiving
and blending

Gerald E. Mason
Tobaccoville making
and packing

Gregory D. Mathis
Whitaker Park making
and packing

LaGail M. McCollum
Tobaccoville making
and packing

Reynard E. McMillan
Whitaker Park primary

Carolyn M. McWillis
Tobaccoville making
and packing

Bobby R. Merritt
Tobaccoville material
control/export

Martha A. Mobley
Whitaker Park primary

Betty M. Moore
Tobaccoville material
control/export

Donna H. Moreno
Tobaccoville material
control/export

Keith W. Morgan
Tobaccoville making
and packing

Robert A. Morrison
Technical services

Stephen M. Newsom
Central slit and clean

Harold W. Norman
Central slit and clean

Stanley E. Norris
Tobaccoville making
and packing

Lolita Page
Whitaker Park making
and packing

Anthony D. Paschal
Tobaccoville receiving
and blending

Walter J. Payne
Tobaccoville making
and packing

Harold G. Pegram Jr.
Tobaccoville receiving
and blending

Walter G. Perry
Avoca Plant

Betty G. Pinnix
Tobaccoville making
and packing

Cindy J. Polley
Tobaccoville making
and packing

Richard B. Porter
Whitaker Park material
control/export

Charles C. Poss
Tobaccoville packing
maintenance

Phillip H. Powers
Central flavoring
and adhesives - flavoring
production

Zavious B. Pratt
Tobaccoville making
and packing

Thomas C. Ray
Avoca Plant

Brenda H. Redd
Brands R&D

Peggy H. Reece
Tobaccoville casing
and cutting/cut-filler storage

C.M. Rhoades Jr.
Process engineering

Ricky J. Ring
Tobaccoville primary
machinery and equipment

Wade F. Roberson Jr.
Tobaccoville making
and packing

John D. Rockett
Tobaccoville making
and packing

Dianne Y. Rogers
Tobaccoville making
and packing

Lucy M. Rogers
Tobaccoville casing
and cutting/cut-filler storage

Brenda W. Romlinger
Whitaker Park making
and packing

Tremus L. Russell
*Tobaccoville final blended
strips/casing and drying*

Charles E. Sale
*Tobaccoville making
and packing*

Albert B. Samuel Jr.
Whitaker Park primary

Mark A. Sanford
*Tobaccoville packing
maintenance*

Timothy G. Sapp
*Whitaker Park making
and packing general*

Helen F. Scales
No. 603 G-7 production

Joseph H. Sheek Jr.
*Tobaccoville casing
and cutting/cut-filler storage*

Joseph B. Shelton
*Tobaccoville material
control/export*

Marcus L. Shelton
Film press

Lols R. Shields
*Tobaccoville primary
strip general*

Jerry W. Simmons
Brook Cove Storage

Thelma M. Simmons
*Tobaccoville making
and packing*

Audrey P. Sink
*Tobaccoville making
and packing*

Jonathan W. Slawter
*Tobaccoville making
and packing*

Charles A. Smith
*Tobaccoville making
and packing*

Danny L. Smith
*Tobaccoville making
and packing*

Jackie W. Smith
*Tobaccoville making
and packing*

Linda S. Smith
*No. 200 presses
and cutters*

Robert S. Smith
Finance and accounting

Tony L. Smith
*Tobaccoville making
and packing*

Donald R. Snow
CDC LTL shipping

Julia A. Spainhour
*Packaging production
planning*

Vernon L. Spurgeon
*Tobaccoville making
and packing*

James R. Stone
*Shorefair process
control/quality control*

Timothy G. Teague
*Tobaccoville packing
maintenance*

Daniel F. Thomas
*Tobaccoville final blended
strips/casing and drying*

J. David Thornburg
*Tobaccoville making
and packing*

William J. Thornton
Technical services

James C. Turner Jr.
*No. 604 material flow
packaging*

Rodney A. Tuttle
*Tobaccoville making
and packing*

Reginald H. Wall
*Tobaccoville making
and packing*

Gregory W. West
Technical services

Lemont W. Whisonant
*Tobaccoville making
and packing*

Steve W. White
*Tobaccoville making
and packing*

Robert N. Whitt
*Tobaccoville making
and packing*

Nancy B. Whittington
*R&D process technology
and development*

Raeferd B. Wilkins
*Whitaker Park making
and packing*

Carol J. Willard
R&D financial services

Robert L. Williams
Avoca Plant

Bert C. Willis Jr.
Avoca Farm

Horace A. Wilson
W.T. stem recovery

Donna B. Winfrey
*Tobaccoville making
and packing*

Robin E. Winters
*Tobaccoville making
maintenance*

Vera G. Wilthers
*Tobaccoville making
and packing*

Dorman R. Woodie
*Tobaccoville making
and packing*

Terry S. Woods
*Tobaccoville receiving
and blending*

Barbara C. Yates
*Tobaccoville making
and packing*

Steven A. Yates
CDC operations support

15 YEARS - DECEMBER

Joseph R. Bovender Jr.
*Tobaccoville production
support maintenance*

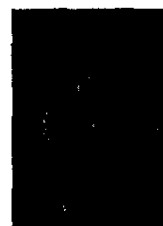
Dwight M. Cook
CDC maintenance

Sharon P. Dunlap
Product development

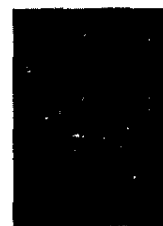
Curtis A. Gray
*Sports Marketing
Enterprises general*

Sherman Hart
*Tobaccoville production
support maintenance*

Barry C. Henderson
*Environmental
management ▶ ▶ ▶*



G. Howell - 20



D. Irvin - 20



W. James - 20



R. Kiger - 20



T. Ladd - 20

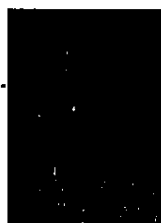


J. Lambert - 20

People



P. Lumsden - 20



R. Morrison - 20



S. Newsom - 20

(continued from page 15)

David S. Higgins
Tobacco processing
maintenance general

Arnold H. Johnson
Tobaccoville primary
electronics and instruments

Jim R. Jones
Facilities planning

Kathryn P. McKinney
Manufacturing automation
systems

Kenneth E. Nichols
Auto-truck
administration

Mark S. Reavis
Shorefair process
control/quality control

Timothy V. Sale
Tobaccoville making
and packing electrical
maintenance

Anne M. Starnes
R&D planning/
administration

Stanley I. Wood
Manufacturing process
control general

10 YEARS - DECEMBER

Michael G. Carey
Sales

Gary S. Craddock
Tobaccoville utility plant

Mark B. Donnelly
Sales

John J. Foley
Sales

Frederick W. Fullmer Jr.
Sales

Wayne R. Gatrel
Sales

Lyndell G. Gregory
No. 200 roll grinding

Julie A. Harlan
Sales

Mark E. Jackson
No. 604 graphics
technical services

Andrew E. King
Sales

Gail A. Metz
Sales

Renate E. Miskiewicz
Sales

Julio A. Munoz
Product development

Melvin N. Rogers
Sales

Kimberly D. Sassano
Sales

Janet A. Schneider
Sales

Carr J. Smith
Product evaluation

Michael L. Suggs
Corporate affairs

Mary A. Terry
Sales

Brian F. Wood
Sales

5 YEARS - DECEMBER

Eric A. Boudreaux
Sales

Brenda J. Dent
Sales

Kathleen L. Hoch
Sales

Sara S. Minnich
Sales

Ron A. Ricard
Sales

Cleveland Stiff Jr.
Sales

Anthony M. Urbanik
Sales

William L. Wolking
Sales



W. Perry - 20



R. Porter - 20



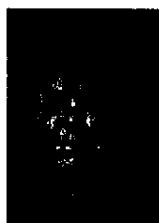
T. Ray - 20



T. Russell - 20



T. Sapp - 20



J. Spainhour - 20



T. Teague - 20



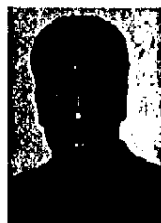
G. West - 20



R. Williams - 20



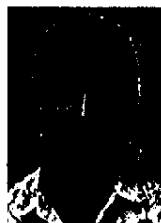
B. Willis Jr. - 20



H. Wilson - 20



D. Winfrey - 20



V. Withers - 20



D. Woodie - 20

PROMOTIONS AND APPOINTMENTS

BRAND-MEDIA-DIRECT MARKETING

Bonnie R. Reese
to consumer relations assistant

Jasper D. Spencer Jr.
to marketing operations coordinator

Donna F. Walkup
to consumer relations assistant

BUSINESS STRATEGY AND PLANNING

G. Todd Harmon
to information manager

Lisa D. Kelly
to information analyst

Allta B. Semones
to information analyst

Lucinda A. Whiteheart
to information analyst

DISTRIBUTION AND LOGISTICS

Maude C. Bledsoe
to program manager – promotions operations

LAW

Jane C. Ingram
to quality assurance coordinator – Law Compliss

MANUFACTURING FACTORY SERVICE

Mark T. King
to production services attendant

MANUFACTURING MAKING AND PACKING

Mark A. Branch
to production services attendant

Joseph T. Holt
to packing machine operator – GDX-2

MANUFACTURING PRIMARY

Walter J. Cummings
to primary operator "A"

Fred G. Kimmer Jr.
to primary operator "B"

MANUFACTURING TOBACCO PROCESSING

Doris A. Pike
to blending equipment operator

PLANT PRODUCTION ENGINEERING

Walter E. Dull
to Protos and KDF specialist

PURCHASING

Gary L. Branon
to purchasing manager

RESEARCH AND DEVELOPMENT

Charles O. Brooks
to senior R&D associate

Garrett E. Douthitt
to senior R&D associate

Cindy B. Isler
to systems designer III

Michele M. Lamachio
to toxicologist III

Donna C. Oakley
to master technician

Percy D. Phillips
to senior manager – R&D business unit

Vernon C. Walker
to master technician

RJR PACKAGING

Edward E. Brewer Jr.
to mill helper – packaging

Stephen S. Hatcher
to senior engineer – packaging

Randall L. Medlin
to engineering technologist III – packaging

Danny A. Tickle
to engraving assistant – packaging

SALES

Timothy P. Carpenter
to division sales manager – Southern sales area

Janice M. George
to division sales manager – Northeast sales area

SALES/MARKETING PERSONNEL

John D. Boehm
to national manager – sales/marketing organization and development

Richard E. Cross
to senior manager – sales/marketing organization and development

IN MEMORIAM

Patricia M. Berkowitz
55, a region materials coordinator in field sales, died Dec. 5, 1996. A resident of West Chester, Pa., she had 5 years of service with the company.

Richard L. Campbell
51, a receiving processor at CDC receiving, died Dec. 2, 1996. A resident of Winston-Salem, N.C., he had 30 years of service with the company.

Larry T. Stowe
49, a shift maintenance manager in manufacturing engineering at Tobaccoville, died Nov. 22, 1996. A resident of Winston-Salem, N.C., he had 27 years of service with the company.

People

Special Suggestion Awards

October 1996

Richard G. Bowen
Whitaker Park cigarette, received an award of \$1,440 for recommending the removal of gear and bearing on packers and plugging the resulting hole to eliminate problems with set-up on packers, providing material and labor savings.

Kenneth A. Davis
Research and development, received an award of \$4,375 for recommending rearranging the courier service to pick up samples, resulting in labor savings.

Terry S. Woods
Tobaccolville cigarette, received an award of \$1,050 for recommending moving the guard rail at the end of the conveyor to reduce headboard jams, resulting in labor savings.

December 1996

John D. Agnew
No. 604 packaging, received an award of \$1,115 for recommending the modification of the bottom Goebel Slitter knife holder, resulting in parts savings due to longer use of knives.

Ronald G. Burton
Davie County

Ray N. Hahn
No. 603 processing

Johnny J. Mabe
Brook Cove

Glenn W. Southern
Kernersville Storage, received a joint award of \$9,360 for recommending storage of pallets side-to-side at Kernersville Storage, resulting in labor savings by allowing lifts to handle more cases at a time, reducing turning of cases, damage from falling cases and increased storage capacity.

Garry G. Cain
Steven G. Stolz
No. 604 packaging, received a joint award of \$3,684 for recommending removal of wrap material from the slitter and sending for rewinding so that the whole web is not lost when blocking occurs, resulting in material and labor savings.

Alphonzo L. Carethers
Eddie R. Mullis
No. 604 packaging, received a joint award of \$11,580 for recommending repositioning the idlers on the laminator and running the web over the top of the idlers, resulting in scrap savings.

Van F. Gravitt
John H. Richardson
Tobaccolville cigarette, received a joint award of \$4,765 for recommending putting a switch on autosplice packers, resulting in less material left on the core and labor savings.

Ricky D. Holcomb
No. 604 packaging, received an award of \$9,050 for scrap savings by recommending redesign of the copper "Y" tube on the laminator to distribute ink to the center of the pan, resulting in even distribution of ink.

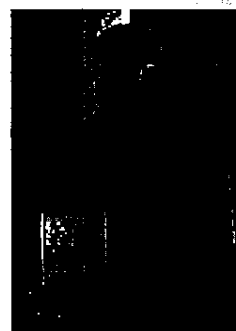
Junior L. Hutchens
James W. Sands
Brook Cove, received a joint award of \$1,105 for a suggestion that resulted in a pneumatic transport system being installed to reduce tobacco and labor losses.

Larry L. Hutchens
No. 604 packaging, received an award of \$7,245 for recommending to make print cylinders with the crosfield-register system, resulting in scrap reduction.

Randall L. Medlin
No. 604 packaging, received an award of \$4,010 for recommending the replacement of the original rewind chucks on the Goebel Slitters with a new design, resulting in parts and labor savings.

Gee Whiz!

Phil Gee, director - finished goods distribution in RJR's distribution and logistics department, was recently honored by his alma mater, Georgia Institute of Technology's College of Engineering. Gee was named to the college's Council of Outstanding Young Engineering Alumni.



Phil Gee

Membership in the Council is reserved for alumni of Georgia Tech's College of Engineering who are under 40 years of age and have distinguished themselves through professional practice and/or service to the Institute, their profession or society in general.

Harvey Freeman, vice president - distribution and logistics, says, "Phil is an excellent team member and a very effective leader whose strength is as a coach of his people."

"In his role, he provides a vital link to our customers. Phil does an outstanding job, and we think this honor is very appropriate."

As director of finished goods distribution, Gee is responsible for inventory planning, warehousing and transportation of finished goods to the company's 2,200 direct-buying customers throughout the United States. In total, 5,300 orders per week are filled in Gee's department resulting in annual sales of more than 10 million cases of cigarettes.

Gee is an active member in the Georgia Tech Alumni Association and the Triad Georgia Tech Alumni Club. He is also a member of the Georgia Tech Alumni Association Board of Trustees.

"Being named to Georgia Tech's Council of Outstanding Young Engineering Alumni is an honor for me," Gee says. "I've enjoyed being active in the alumni association because I've been able to meet and talk with other engineers, managers and leaders from other companies. Getting to know members of my profession complements my job here at RJR by enhancing my ability to work with others and motivate them to do the best job they can each and every day." ■

Third-Quarter Awards

Editor's note:

Andrew Schindler, president and CEO of R.J. Reynolds Tobacco Co., recently hosted a ceremony to honor recipients of 1996 third-quarter Employee Recognition Awards. "Golden Eagle Outstanding Performance" awards were presented to people whose fierce dedication to their jobs and sustained performance have been outstanding. Following is a list of the third-quarter award winners.

Team Awards Golden Eagle Outstanding Performance

Kenneth O. Baker
Quality assurance

Linda A. Carr
Katrina F. Sapp
Lisa L. Shapiro
*Financial planning
and accounting*

Anthony N. Cipicchio
Francis H. Skinner
Tax

Kathy A. Cissna
*Compensation and employee
benefits*

Anne E. Miller
Law

For identifying and executing the establishment of a wholly-owned subsidiary of R.J. Reynolds Tobacco Co. This project resulted in an annual tax savings of \$10MM.

Susan H. Baker
Jo A. Brown
Richard E. Davidson
Michael S. Draughn
*Manufacturing automation
systems*

Michael J. Utt
*Manufacturing production
planning*

For rewriting the master/plant schedule IBM mainframe application to a client/server-based application. Project was accomplished in 17 months and came in 30% under budget. Charge-back savings to



K. Baker



L. Carr



K. Sapp



A. Cipicchio



K. Cissna



A. Miller



S. Baker



J. Brown



R. Davidson



M. Draughn



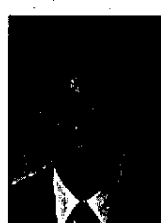
M. Covington



R. Gardea



W. Proctor



P. Robchewski



S. Hawkins

manufacturing exceeds \$400,000.

Brian C. Boer
Roxanne Y. Fougner
Dwight J. Limling
Sales

For organizing and communicating with key retailers to stop legislation and city ordinances on self-service bans.

Martin D. Covington
Raymond A. Gardea
William R. Proctor
Phillip E. Robchewski
Sales systems

Shari C. Hawkins
Frank G. Petto
Steve J. Zitta
Business strategy and planning

D.M. Williams
*Sales/marketing
human resources*

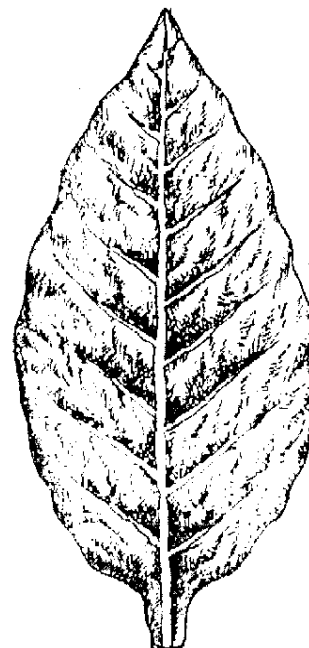
For successful design, development and implementation of the pricing "expert system." It is anticipated the system will have a positive impact on the implementation of the \$500 million discount-spending budget.



F. Petto



S. Zitta



51847 8974



RJR Packaging's Emergency Response Team

Packaging continues safety tradition

Recently, RJR Packaging celebrated at a breakfast an outstanding milestone — its 25th anniversary of the company's fire brigades. RJR Packaging's fire brigade was the original model for fire brigades at Reynolds Tobacco and for all industry in North Carolina.

RJR retiree Jim Lippard, RJR Packaging's first property conservation marshal who was later director of manufacturing at Plant 200, attended the awards banquet. "My first assignment as property-conservation marshal was to organize fire brigades at all Winston-Salem-based packaging manufacturing facilities. The model we created has been expanded to encompass emergency response and address environmental concerns and hazardous waste disposal and control. I'm proud to be a part of this effort to safeguard employees and RJR's property."

In recent years, the group has expanded its responsibilities to include fire prevention, fire-fighting and medical emergencies. "Industrial emergency response has evolved so quickly from simplicity to complexity. Today's business environment demands a more sophisticated and multifaceted protection plan," says Denny Kallam, emergency response team coordinator at Plant 604. "We changed our name from fire brigade to Emergency Response Team to more accurately reflect our company's growing needs," he says.

The original team members were: Ralph Walker of Plant 40, which was a foil plant on 9th Street; John Shore

of Plant 200; Dennis Hauser of Plant 604 and Horace Slate, who was the first safety coordinator for RJR Packaging.

Horace Slate, who retired in 1996, says, "Because of the nature of solvents and chemicals used in the printing process and the materials used for making foil, we recognized the need for more than just planned escape routes and fire drills. Right from the start, we had employees who were extremely supportive and wanted to become involved."

Currently, there are 58 members of the Emergency Response Team at RJR Packaging. They provide continuous coverage for all three shifts.

"The Emergency Response Team is an outstanding group of dedicated employees who unselfishly commit a great deal of time and talent to this effort," says Carl C. Hein III, vice president and general manager of RJR Packaging. "It's extremely comforting to know that they are available and can be relied upon when needed."

Also at the breakfast, the second annual Founders Award was presented. This award recognizes outstanding service to the team and fellow employees. The award is presented to six employees and the recipients are selected by Emergency Response Team members.

The recipients for 1996 are: Grady Barney, William Smith and Carl Zimmerman of Plant 200; and Phillip Dull, Roger Gammons and Phillip Joyce of Plant 604. ■

Caravan

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